

FEASIBILITY ANALYSIS OF ECOPRENEURSHIP INDUSTRY OF CREATIVE ECONOMY IN SRAGEN

RIZKY NUR AYUNINGTYAS PUTRI
S421508022

ABSTRACT

The purpose of this study was to determine the feasibility of environmental entrepreneurship (Ecopreneurship) based on financial assessment, based on an assessment of the strengths, weaknesses, opportunities, threats, and the most suitable strategies applied in Sragen. , and to find out the distribution of the location of environmental entrepreneurship businesses based on mapping of Geographic Information Systems. The data used are primary data with the sampling technique using random sampling techniques through interviews and questionnaires. The number of respondents was 37 respondents. The method of data analysis uses descriptive analysis, financial analysis, SWOT analysis, and spatial analysis of regional mapping using the Geographic Information System. The results showed that the environmental entrepreneurship effort in Sragen district was feasible to be developed financially with the overall revenue cost ratio of each ecopreneur worth > 1 ; Based on the SWOT analysis with an assessment of the strengths and weaknesses, the opportunities and threats of environmental entrepreneurship efforts in Sragen district are feasible to be developed with a strength-opportunity strategy; and the distribution of the Ecopreneurship location in Sragen based on spatial mapping of regions using the Geographic Information System was spread unevenly.

Keywords: Ecopreneurship, Green Economy, Production Cost, SWOT